

**QUARTERLY REPORT<sup>1</sup>**  
**DESIGNATED DRIVER PROGRAM II**  
**OCTOBER - DECEMBER 2007**

**PROJECT IDENTITY**

AL0845

**PERFORMANCE MEASURES**

In compliance with OTS guidelines, this report is identified as covering a conventional calendar quarter. However, because of difficulties associated with gathering data consistent with the report time frame, some data may reflect a period other than the conventional calendar quarter. If this is the case, the reporting period has been identified.

**GOALS:**

- 1. To reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between the ages of 21 and 34 within CHP jurisdiction statewide by 1.5 percent from the 2006 calendar-year baseline total of 209 to 206 by August 31, 2010.**

**Progress:** On schedule.

During the first quarter of the 2007/2008 Federal Fiscal Year (FFY), a meeting was held on December 26, 2008 with TMD Group to discuss the focus group project which is the initial first step in preparing the DUI media campaign. This campaign is the educational elements the Department will utilize in an effort reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between 21 and 34 years of age.

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<sup>1</sup> As appropriate, this report reflects any revisions to the project agreement approved by the Office of Traffic Safety (OTS). Also, significant changes (in either content or format) to the previous report will be indicated by gray shading (or by yellow highlighting if the report is printed in color). The first quarterly report submitted for a project will contain no shading/highlighting.

**DUI DRIVER-AT-FAULT COLLISIONS**  
**MALE AGE 21 – 34, WITHIN CHP JURISDICTION**  
 (ISU Data Set Job #700707<sup>2</sup>)

Period	Baseline	Goal	Actual <sup>3</sup>	# (+ or -) Diff. from Baseline	% (+ or -) Diff. from Baseline <sup>4</sup>
Oct 2008	17	17			
Nov 2008	17	17			
Dec 2008	17	17			
Jan 2009	17	17			
Feb 2009	17	17			
Mar 2009	17	17			
Apr 2009	17	17			
May 2009	18	17			
Jun 2009	18	17			
Jul 2009	18	17			
Aug 2009	18	18			
Sep 2009	18	18			
<b>Cum. Subtotal First year</b>	<b>209</b>	<b>206</b>			
Oct 2009	17	17			
Nov 2009	17	17			
Dec 2009	17	17			
Jan 2010	17	17			
Feb 2010	17	17			
Mar 2010	18	17			
Apr 2010	18	17			
May 2010	18	18			
Jun 2010	18	18			
<b>Cum. Subtotal Thru Reported Period</b>	<b>157</b>	<b>155</b>			
<b>TOTAL</b>	<b>366</b>	<b>361</b>			

<sup>2</sup> Each set of official Statewide Integrated Traffic Records System (SWITRS) data provided by the Information Services Unit (ISU) within Information Management Division (IMD) is initially assigned a data set job number for tracking purposes and to ensure consistency in data reporting. Any subsequent requests for identical data should specify the data set job number in order to facilitate ISU's processing of the request. SWITRS database queries by individuals *outside* ISU will not be assigned a data set job number since ISU did not provide the data. Therefore, if a data set job number does not appear in a table title, the data was not provided by ISU, but rather through an individual's query of the SWITRS database.

<sup>3</sup> Official Statewide Integrated Traffic Records System (SWITRS) data is normally available within approximately six to twelve months after the end of each reporting period.

<sup>4</sup> Figures are rounded to the nearest tenth of a percentage point and indicate overall project performance through the end of the reporting period compared to the baseline averages through the end of the same period.

## **OBJECTIVES:**

1. **To incorporate the existing DDP basics into a specialized anti-DUI program focusing on men between the ages of 21 and 34 in a statewide educational campaign by August 31, 2010.**

**Progress:** On schedule.

2. **To present an effective anti-DUI media campaign to men between the ages of 21 and 34 throughout California by August 31, 2010.**

**Progress:** On schedule.

3. **To contract for necessary support services as detailed in the Schedules B and B-1 by December 31, 2007.**

**Progress:** Accomplished. Public Relations Firm contract was approved on November 28, 2007. TMD Group is the new contractor.

- 4.. **To select through coordination with the contracted media firm and requisition through coordination with the Grants Management Unit (GMU) necessary support, educational, and promotional items for participating commands by June 30, 2008.**

**Progress:** On schedule.

5. **To receive and distribute necessary support, educational, and promotional items to participating commands by September 30, 2008.**

**Progress:** On schedule.

6. **To develop, publish, and distribute to all eight field Divisions an operational plan<sup>5</sup> establishing the policies for project implementation by September 30, 2008.**

**Progress:** On schedule.

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<sup>5</sup> The operational plan will contain a strategic distribution of allocated overtime hours. Although this project contains no overtime hours for enforcement, other current grant projects do contain such hours. This project is intended to augment concurrent enforcement activities associated with those other projects.

## OPERATIONAL PLAN

Development Due Date	Date Developed	Date Issued
9/30/08	__ / __ / __	__ / __ / __

- To conduct a statewide educational DDP2 campaign by August 31, 2010. Educational and promotional items will be produced and distributed at appropriate venues and events.

Progress: On schedule.

## EDUCATIONAL / PROMOTIONAL ITEMS

Description	Date approved	Date Distributed	Venue
	__ / __ / __	__ / __ / __	

## MEDIA OBJECTIVES

- To issue a media release announcing the kick-off of the project by October 31, 2008.

Progress: On schedule.

## KICK-OFF MEDIA RELEASES

Media Release	Due Date	Date Sent to Grants Mgt. Unit (GMU)	Date Forwarded to OMR <sup>6</sup>	Date of OMR Approval	Date Issued
#1	__ / __ / __	__ / __ / __	__ / __ / __	__ / __ / __	__ / __ / __
#2	__ / __ / __	__ / __ / __	__ / __ / __	__ / __ / __	__ / __ / __

- To produce an anti-drinking and driving media spot, in coordination with the contracted media firm, targeting men between the ages of 21 and 34 statewide and to present the spot prior to the November through December 2008 holiday period. If feasible, the media spot will also be linked with the CHP website.

Progress: On schedule.

<sup>6</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.

### ANTI-DUI MEDIA SPOT

Media Spot	Due Produced	Date Forwarded to OMR	Date of OMR Approval	Date Distributed	Air Date
#1	/ /	/ /	/ /	/ /	/ /
#2	/ /	/ /	/ /	/ /	

3. To hold two news conferences during the project period to increase public awareness of the project and support for DDP2, the first to be held by October 31, 2008; the second by October 31, 2009

Progress: On schedule.

### DURING PROJECT MEDIA RELEASES

News Conference	Due Date	Date Accomplished <sup>7</sup>
#1	10/31/08	/ /
#2	10/31/09	/ /

4. To use the following standard language in all press, media, and printed materials: *"Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."*

Progress: On schedule.

5. To submit resulting electronic media articles to the Office of Traffic Safety (OTS) Public Information Officer by e-mail at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Coordinator, or fax printed clips to (916) 262-2960. Include publication name and date the article was published on all clips.

Progress: On schedule.

6. To describe and assess separately the effectiveness of paid/donated media airtime messages by providing:
  - a. Number of paid/donated advertisements produced.
  - b. Subject of each advertisement.
  - c. Number of airings for each advertisement.

<sup>7</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.

- d. Approximate size of audience reached (total).
- e. Total cost or donated value.
- f. Conduct evaluation surveys, as appropriate.

Progress: On schedule.

#### PAID MEDIA (AIRTIME)

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

7. To describe and assess separately the effectiveness of paid/donated printed messages, by providing:
- a. Number of paid/donated messages produced.
  - b. Subject of each message.
  - c. Number of printings for each message.
  - d. Approximate size of audience reached (total).
  - e. Total cost of donated value.
  - f. Conduct evaluation surveys, as appropriate.

Progress: On schedule.

#### PAID MEDIA (PRINT)

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

#### GENERAL COMMENTS

The grant's progress is on schedule. The timeline appears to be workable, and therefore, will ensure a successful launch of the project presentations.

### OVERTIME USAGE<sup>8</sup>

Position	Total Hours Budgeted	Hours Used Thru Current Report	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	330	0	100%	YES
Officer	3,972	0	100%	YES
AGPA/SSA	1754	N/A	N/A	N/A
Graphics Designer	20	N/A	N/A	N/A

### TOTAL EXPENDITURES FOR PERSONNEL

Total Budgeted	Expended Thru (Month)	Percentage Remaining	Usage On Schedule? (YES/NO)
\$322,472.00	\$0.00	100%	YES

<sup>8</sup> Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending 12/23/2008, and for non-uniformed personnel through the pay period ending 12/31/2007. Per the instructions contained in Attachment E, if data on usage of overtime hours is unavailable, explain why and replace the "Overtime Usage" table with the "Total Expenditures For Personnel" table shown. Insert figures derived from the most recent accounting ledger for "Total Budgeted" and "Expended Thru (Month)."



## BUDGET STATUS REPORT

### DESIGNATED DRIVER PROGRAM II (AL0845)

**OCTOBER – DECEMBER 2007**

OPI Primary Coordinator: **AGPA Lois Vasquez**

Phone: **(916) 657-7237**

OPI Alternate Coordinator: **Off. Matt Pebbles**

Phone: **(916) 657-7237**

Location Code: **051**

Special Project Code: **823**

Project Period: **10/1/07 through 8/31/10**

Program Operations Phase: **10/1/08 through 6/30/10**

Final Report Due Date to GMU: **9/30/10** to OTS: **10/30/10**

### BUDGET STATUS

Budget Category	Budgeted Amount	Expended Thru Current Quarter	Percentage Remaining
Personnel Costs (from accounting ledger; data 1-2 months in arrears)	\$322,472.00	\$0.00	100%
Travel Expense	52,000.00	0.00	100%
Contractual Services	750,000.00	0.00	100%
Equipment	0.00	0.00	N/A
Other Direct Costs	42,044.00	0.00	100%
<b>Total Project</b>	<b>\$1,166,516.00</b>	<b>\$0.00</b>	<b>100%</b>



**QUARTERLY REPORT<sup>1</sup>**  
**DESIGNATED DRIVER PROGRAM II**  
**JANUARY – MARCH 2008**

**PROJECT IDENTITY**

AL0845

**PERFORMANCE MEASURES**

In compliance with OTS guidelines, this report is identified as covering a conventional calendar quarter. However, because of difficulties associated with gathering data consistent with the report time frame, some data may reflect a period other than the conventional calendar quarter. If this is the case, the reporting period has been identified.

**GOALS:**

- 1. To reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between the ages of 21 and 34 within CHP jurisdiction statewide by 1.5 percent from the 2006 calendar-year baseline total of 209 to 206 by August 31, 2010.**

**Progress:** On schedule.

During the first quarter of the 2007/2008 Federal Fiscal Year (FFY), a meeting was held on December 26, 2008 with TMD Group to discuss the focus group project which is the initial first step in preparing the DUI media campaign. This campaign is the educational elements the Department will utilize in an effort reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between 21 and 34 years of age.

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**DUI DRIVER-AT-FAULT COLLISIONS  
MALE AGE 21 – 34, WITHIN CHP JURISDICTION  
(ISU Data Set Job #700707<sup>2</sup>)**

Period	Baseline	Goal	Actual <sup>3</sup>	# (+ or -) Diff. from Baseline	% (+ or -) Diff. from Baseline <sup>4</sup>
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<b>Cum. Subtotal First year</b>	<b>209</b>	<b>206</b>			
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<sup>4</sup> Figures are rounded to the nearest tenth of a percentage point and indicate overall project performance through the end of the reporting period compared to the baseline averages through the end of the same period.

## **OBJECTIVES:**

- 1. To incorporate the existing DDP basics into a specialized anti-DUI program focusing on men between the ages of 21 and 34 in a statewide educational campaign by August 31, 2010.**

**Progress:** On schedule. The TMD Group work plan was submitted and approved by Sergeant Stonebraker on March 25, 2008. This work plan outlines a process for conducting five focus groups involving males ages 21 through 34. The results from this research will aid in the creative process for development of a specialized anti-DUI program.

- 2. To present an effective anti-DUI media campaign to men between the ages of 21 and 34 throughout California by August 31, 2010.**

**Progress:** On schedule.

- 3. To contract for necessary support services as detailed in the Schedules B and B-1 by December 31, 2007.**

**Progress:** Accomplished. Public Relations Firm contract was approved on November 28, 2007. TMD Group is the new contractor.

- 4.. To select through coordination with the contracted media firm and requisition through coordination with the Grants Management Unit (GMU) necessary support, educational, and promotional items for participating commands by June 30, 2008.**

**Progress:** On schedule.

- 5. To receive and distribute necessary support, educational, and promotional items to participating commands by September 30, 2008.**

**Progress:** On schedule.

- 6. To develop, publish, and distribute to all eight field Divisions an operational plan<sup>5</sup> establishing the policies for project implementation by September 30, 2008.**

**Progress:** On schedule.

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<sup>5</sup> The operational plan will contain a strategic distribution of allocated overtime hours. Although this project contains no overtime hours for enforcement, other current grant projects do contain such hours. This project is intended to augment concurrent enforcement activities associated with those other projects.

## OPERATIONAL PLAN

Development Due Date	Date Developed	Date Issued
9/30/08	__ / __ / __	__ / __ / __

- To conduct a statewide educational DDP2 campaign by August 31, 2010. Educational and promotional items will be produced and distributed at appropriate venues and events.**

**Progress:** On schedule.

## EDUCATIONAL / PROMOTIONAL ITEMS

Description	Date approved	Date Distributed	Venue
	__ / __ / __	__ / __ / __	

## MEDIA OBJECTIVES

- To issue a media release announcing the kick-off of the project by October 31, 2008.**

**Progress:** On schedule.

## KICK-OFF MEDIA RELEASES

Media Release	Due Date	Date Sent to Grants Mgt. Unit (GMU)	Date Forwarded to OMR <sup>6</sup>	Date of OMR Approval	Date Issued
#1	__ / __ / __	__ / __ / __	__ / __ / __	__ / __ / __	__ / __ / __
#2	__ / __ / __	__ / __ / __	__ / __ / __	__ / __ / __	__ / __ / __

<sup>6</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.

2. To produce an anti-drinking and driving media spot, in coordination with the contracted media firm, targeting men between the ages of 21 and 34 statewide and to present the spot prior to the November through December 2008 holiday period. If feasible, the media spot will also be linked with the CHP website.

**Progress:** On schedule.

#### ANTI-DUI MEDIA SPOT

Media Spot	Due Produced	Date Forwarded to OMR	Date of OMR Approval	Date Distributed	Air Date
#1	/ /	/ /	/ /	/ /	/ /
#2	/ /	/ /	/ /	/ /	

3. To hold two news conferences during the project period to increase public awareness of the project and support for DDP2, the first to be held by October 31, 2008; the second by October 31, 2009

**Progress:** On schedule.

#### DURING PROJECT MEDIA RELEASES

News Conference	Due Date	Date Accomplished <sup>7</sup>
#1	10/31/08	/ /
#2	10/31/09	/ /

4. To use the following standard language in all press, media, and printed materials: *"Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."*

**Progress:** On schedule.

5. To submit resulting electronic media articles to the Office of Traffic Safety (OTS) Public Information Officer by e-mail at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Coordinator, or fax printed clips to (916) 262-2960. Include publication name and date the article was published on all clips.

**Progress:** On schedule.

<sup>7</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.

6. To describe and assess separately the effectiveness of paid/donated media airtime messages by providing:
- Number of paid/donated advertisements produced.
  - Subject of each advertisement.
  - Number of airings for each advertisement.
  - Approximate size of audience reached (total).
  - Total cost or donated value.
  - Conduct evaluation surveys, as appropriate.

**Progress:** On schedule.

**PAID MEDIA (AIRTIME)**

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

7. To describe and assess separately the effectiveness of paid/donated printed messages, by providing:
- Number of paid/donated messages produced.
  - Subject of each message.
  - Number of printings for each message.
  - Approximate size of audience reached (total).
  - Total cost of donated value.
  - Conduct evaluation surveys, as appropriate.

**Progress:** On schedule.

**PAID MEDIA (PRINT)**

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

## **GENERAL COMMENTS**

The grant's progress is on schedule. The timeline appears to be workable, and therefore, will ensure a successful launch of the project presentations.

During the months of April through August the TMD Group will conduct designated driver specific focus groups in Chico, Fresno, Los Angeles, Sacramento and the San Francisco bay area.

## **OVERTIME USAGE<sup>8</sup>**

Position	Total Hours Budgeted	Hours Used Thru Current Report	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	330	0	100%	YES
Officer	3,972	0	100%	YES
AGPA/SSA	1754	N/A	N/A	N/A
Graphics Designer	20	N/A	N/A	N/A

## **TOTAL EXPENDITURES FOR PERSONNEL**

Total Budgeted	Expended Thru (Month)	Percentage Remaining	Usage On Schedule? (YES/NO)
\$322,472.00	\$0.00	100%	YES

<sup>8</sup> Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending 03/16/2008, and for non-uniformed personnel through the pay period ending 03/31/2008. Per the instructions contained in Attachment E, if data on usage of overtime hours is unavailable, explain why and replace the "Overtime Usage" table with the "Total Expenditures For Personnel" table shown. Insert figures derived from the most recent accounting ledger for "Total Budgeted" and "Expended Thru (Month)."



**BUDGET STATUS REPORT**  
**DESIGNATED DRIVER PROGRAM II (AL0845)**  
**JANUARY – MARCH 2008**

OPI Primary Coordinator: **Officer Matt Pebbles**

Phone: (916) 657-7237

OPI Alternate Coordinator: **Sheri Davis, AGPA**

Phone: (916) 657-7237

Location Code: **051**

Special Project Code: **823**

Project Period: **10/1/07 through 8/31/10**

Program Operations Phase: **10/1/08 through 6/30/10**

Final Report Due Date to GMU: **9/30/10** to OTS: **10/30/10**

**BUDGET STATUS**

<b>Budget Category</b>	<b>Budgeted Amount</b>	<b>Expended Thru Current Quarter</b>	<b>Percentage Remaining</b>
Personnel Costs (from accounting ledger; data 1-2 months in arrears)	\$322,472.00	\$0.00	100%
Travel Expense	52,000.00	0.00	100%
Contractual Services	750,000.00	0.00	100%
Equipment	0.00	0.00	N/A
Other Direct Costs	42,044.00	0.00	100%
<b>Total Project</b>	<b>\$1,166,516.00</b>	<b>\$0.00</b>	<b>100%</b>

**QUARTERLY REPORT<sup>1</sup>**  
**DESIGNATED DRIVER PROGRAM II**  
**APRIL – JUNE 2008**

**PROJECT IDENTITY**

AL0845

**PERFORMANCE MEASURES**

In compliance with OTS guidelines, this report is identified as covering a conventional calendar quarter. However, because of difficulties associated with gathering data consistent with the report time frame, some data may reflect a period other than the conventional calendar quarter. If this is the case, the reporting period has been identified.

**GOALS:**

- 1. To reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between the ages of 21 and 34 within CHP jurisdiction statewide by 1.5 percent from the 2006 calendar-year baseline total of 209 to 206 by August 31, 2010.**

**Progress:** On schedule.

During the first quarter of the 2007/2008 Federal Fiscal Year (FFY), a meeting was held on December 26, 2008 with TMD Group to discuss the focus group project which is the initial first step in preparing the DUI media campaign. This campaign is the educational elements the Department will utilize in an effort reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between 21 and 34 years of age. Subsequent meetings with TMD have resulted in a timeline established for TMD to adhere to in developing the new media campaign. TMD has completed their focus group testing throughout the state and are currently applying their research in developing the new campaign. Once completed, TMD will present it to the Office of Community Outreach and Recruitment (OCOR) personnel and one additional focus group.

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<sup>1</sup> As appropriate, this report reflects any revisions to the project agreement approved by the Office of Traffic Safety (OTS). Also, significant changes (in either content or format) to the previous report will be indicated by gray shading (or by yellow highlighting if the report is printed in color). The first quarterly report submitted for a project will contain no shading/highlighting.

**DUI DRIVER-AT-FAULT COLLISIONS**  
**MALE AGE 21 – 34, WITHIN CHP JURISDICTION**  
**(ISU Data Set Job #700707<sup>2</sup>)**

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<sup>4</sup> Figures are rounded to the nearest tenth of a percentage point and indicate overall project performance through the end of the reporting period compared to the baseline averages through the end of the same period.

## **OBJECTIVES:**

- 1. To incorporate the existing DDP basics into a specialized anti-DUI program focusing on men between the ages of 21 and 34 in a statewide educational campaign by September 30, 2008.**

**Progress:** On schedule. The TMD Group has completed their focus group testing. The Test cities were Los Angeles, Sacramento, Fresno, Chico and the San Francisco Bay Area. The focus group results varied from city to city however, the majority agreed that anti-DUI advertisement campaigns should reflect on the seriousness and the cost of the crime. Making light of the subject or using humor in any fashion detracts from the message of designating a driver and drinking responsibly. The TMD Group is taking the collected data and creating the new anti-DUI media campaign. They will be presenting this new campaign to OCOR personnel as well as one additional focus group.

- 2. To present an effective anti-DUI media campaign to men between the ages of 21 and 34 throughout California by August 31, 2010.**

**Progress:** On schedule.

- 3. To contract for necessary support services as detailed in the Schedules B and B-1 by December 31, 2007.**

**Progress:** Accomplished. Public Relations Firm contract was approved on November 28, 2007. TMD Group is the new contractor.

- 4.. To select through coordination with the contracted media firm and requisition through coordination with the Grants Management Unit (GMU) necessary support, educational, and promotional items for participating commands by June 30, 2008.**

**Progress:** Not accomplished; *deadline missed*. The deadline was missed due to a restriction placed by the Governor's Office on the purchase of promotional items. This restriction was not lifted until June 12, 2008. This restriction made the procurement of grant funded promotional items impossible. Additionally, TMD has not completed their new advertisement campaign, which includes new slogans and logo for the designated driver program to be placed on the promotional items.

- 5. To receive and distribute necessary support, educational, and promotional items to participating commands by September 30, 2008.**

**Progress:** Not Accomplished; *deadline will be missed*. Refer to Objective 4.

6. To develop, publish, and distribute to all eight field Divisions an operational plan<sup>5</sup> establishing the policies for project implementation by September 30, 2008.

**Progress:** On schedule. The Operational Plan has been submitted for approval on July 1, 2008. Once approved, the Ops Plan will be prepared for distribution to the field Divisions.

#### OPERATIONAL PLAN

Development Due Date	Date Developed	Date Issued
9/30/08	07/01/2008	/ /

7. To conduct a statewide educational DDP2 campaign by August 31, 2010. Educational and promotional items will be produced and distributed at appropriate venues and events.

**Progress:** On schedule.

#### EDUCATIONAL / PROMOTIONAL ITEMS

Description	Date approved	Date Distributed	Venue
	/ /	/ /	

#### MEDIA OBJECTIVES

1. To issue a media release announcing the kick-off of the project by October 31, 2008.

**Progress:** On schedule.

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<sup>5</sup> The operational plan will contain a strategic distribution of allocated overtime hours. Although this project contains no overtime hours for enforcement, other current grant projects do contain such hours. This project is intended to augment concurrent enforcement activities associated with those other projects.

### KICK-OFF MEDIA RELEASES

Media Release	Due Date	Date Sent to Grants Mgt. Unit (GMU)	Date Forwarded to OMR <sup>6</sup>	Date of OMR Approval	Date Issued
#1	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__
#2	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__

- To produce an anti-drinking and driving media spot, in coordination with the contracted media firm, targeting men between the ages of 21 and 34 statewide and to present the spot prior to the November through December 2008 holiday period. If feasible, the media spot will also be linked with the CHP website.

**Progress:** On schedule.

### ANTI-DUI MEDIA SPOT

Media Spot	Due Produced	Date Forwarded to OMR	Date of OMR Approval	Date Distributed	Air Date
#1	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__
#2	__/__/__	__/__/__	__/__/__	__/__/__	

- To hold two news conferences during the project period to increase public awareness of the project and support for DDP2, the first to be held by October 31, 2008; the second by October 31, 2009

**Progress:** On schedule.

### DURING PROJECT MEDIA RELEASES

News Conference	Due Date	Date Accomplished <sup>7</sup>
#1	10/31/08	__/__/__
#2	10/31/09	__/__/__

- To use the following standard language in all press, media, and printed materials: *"Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."*

**Progress:** On schedule.

<sup>6</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.

<sup>7</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.



5. To submit resulting electronic media articles to the Office of Traffic Safety (OTS) Public Information Officer by e-mail at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Coordinator, or fax printed clips to (916) 262-2960. Include publication name and date the article was published on all clips.

Progress: On schedule.

6. To describe and assess separately the effectiveness of paid/donated media airtime messages by providing:
- Number of paid/donated advertisements produced.
  - Subject of each advertisement.
  - Number of airings for each advertisement.
  - Approximate size of audience reached (total).
  - Total cost or donated value.
  - Conduct evaluation surveys, as appropriate.

Progress: On schedule.

**PAID MEDIA (AIRTIME)**

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

7. To describe and assess separately the effectiveness of paid/donated printed messages, by providing:
- Number of paid/donated messages produced.
  - Subject of each message.
  - Number of printings for each message.
  - Approximate size of audience reached (total).
  - Total cost of donated value.
  - Conduct evaluation surveys, as appropriate.

Progress: On schedule.



### PAID MEDIA (PRINT)

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

### **GENERAL COMMENTS**

The grant's total progress is on schedule. The timeline appears to be workable and a successful launch of the project presentations is anticipated. Unfortunately, due to an unforeseen purchase restriction, the acquisition of promotional items has been delayed. Consequently, deadlines concerned with the purchase and distribution of promotional items were not met. However, based on the overall progress of the grant, this delay should not affect the grant's total success.

During the months of April through June, the TMD Group has completed their focus group testing. They are currently compiling the collected data and developing a new anti-DUI/DDP advertisement/media campaign. Once completed, TMD will present their new campaign strategy to OCOR personnel as well as an additional focus group in Sacramento.

### OVERTIME USAGE<sup>8</sup>

Position	Total Hours Budgeted	Hours Used Thru Current Report	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	330	0	100%	YES
Officer	3,972	0	100%	YES
AGPA/SSA	1754	N/A	N/A	N/A
Graphics Designer	20	N/A	N/A	N/A

### TOTAL EXPENDITURES FOR PERSONNEL

Total Budgeted	Expended Thru (Month)	Percentage Remaining	Usage On Schedule? (YES/NO)
\$322,472.00	\$0.00	100%	YES

<sup>8</sup> Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending **06/05/2008**, and for non-uniformed personnel through the pay period ending **06/30/2008**. Per the instructions contained in Attachment E, if data on usage of overtime hours is unavailable, explain why and replace the "Overtime Usage" table with the "Total Expenditures For Personnel" table shown. Insert figures derived from the most recent accounting ledger for "Total Budgeted" and "Expended Thru (Month)."

**BUDGET STATUS REPORT**  
**DESIGNATED DRIVER PROGRAM II (AL0845)**  
**APRIL – JUNE 2008**

OPI Primary Coordinator: **Officer Matt Pebbles**

Phone: (916) 657-8810

OPI Alternate Coordinator: **Sheri Davis, AGPA**

Phone: (916) 657-8810

Location Code: **015**

Special Project Code: **823**

Project Period: **10/1/07 through 8/31/10**

Program Operations Phase: **10/1/08 through 6/30/10**

Final Report Due Date to GMU: **9/30/10** to OTS: **10/30/10**

**BUDGET STATUS**

Budget Category	Budgeted Amount	Expended Thru Current Quarter	Percentage Remaining
Personnel Costs (from accounting ledger; data 1-2 months in arrears)	\$322,472.00	\$0.00	100%
Travel Expense	52,000.00	0.00	100%
Contractual Services	750,000.00	<b>3,989.60</b>	<b>99.47%</b>
Equipment	0.00	0.00	N/A
Other Direct Costs	42,044.00	0.00	100%
<b>Total Project</b>	<b>\$1,166,516.00</b>	<b>\$3,989.60</b>	<b>99.66%</b>

**QUARTERLY REPORT<sup>1</sup>**  
**DESIGNATED DRIVER PROGRAM II**  
**JULY – SEPTEMBER 2008**

**PROJECT IDENTITY**

AL0845

**PERFORMANCE MEASURES**

In compliance with OTS guidelines, this report is identified as covering a conventional calendar quarter. However, because of difficulties associated with gathering data consistent with the report time frame, some data may reflect a period other than the conventional calendar quarter. If this is the case, the reporting period has been identified.

**GOALS:**

- 1. To reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between the ages of 21 and 34 within CHP jurisdiction statewide by 1.5 percent from the 2006 calendar-year baseline total of 209 to 206 by August 31, 2010.**

**Progress:** On schedule.

The first quarter of the 2007/2008 Federal Fiscal Year (FFY), a meeting was held on December 26, 2008 with tmdgroup, inc. (TMD) to discuss the focus group project which is the first step in preparing the DUI media campaign. This campaign will include the educational elements the Department will utilize in an effort to reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between 21 and 34 years of age. TMD has completed their focus group testing throughout the state and began developing the new campaign. On July 31, 2008, Governor Schwarzenegger issued Executive Order S-09-08 which suspended all contractual spending. TMD was required to stop all work on the Designated Driver Program 2 (DDP2) media and program development. As a result, the DDP2 grant is approximately three months behind schedule. The Office of Community Outreach and Recruitment (OCOR) is currently working to have the suspension lifted for TMD so they may continue their work and, if successful, will have all programs, logos, and media plan ready in January 2009.

**DUI DRIVER-AT-FAULT COLLISIONS**

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<sup>1</sup> As appropriate, this report reflects any revisions to the project agreement approved by the Office of Traffic Safety (OTS). Also, significant changes (in either content or format) to the previous report will be indicated by gray shading (or by yellow highlighting if the report is printed in color). The first quarterly report submitted for a project will contain no shading/highlighting.

**MALE AGE 21 – 34, WITHIN CHP JURISDICTION**  
(ISU Data Set Job #700707<sup>2</sup>)

Period	Baseline	Goal	Actual <sup>3</sup>	# (+ or -) Diff. from Baseline	% (+ or -) Diff. from Baseline <sup>4</sup>
Oct 2008	17	17			
Nov 2008	17	17			
Dec 2008	17	17			
Jan 2009	17	17			
Feb 2009	17	17			
Mar 2009	17	17			
Apr 2009	17	17			
May 2009	18	17			
Jun 2009	18	17			
Jul 2009	18	17			
Aug 2009	18	18			
Sep 2009	18	18			
<b>Cum. Subtotal First year</b>	<b>209</b>	<b>206</b>			
Oct 2009	17	17			
Nov 2009	17	17			
Dec 2009	17	17			
Jan 2010	17	17			
Feb 2010	17	17			
Mar 2010	18	17			
Apr 2010	18	17			
May 2010	18	18			
Jun 2010	18	18			
<b>Cum. Subtotal Thru Reported Period</b>	<b>157</b>	<b>155</b>			
<b>TOTAL</b>	<b>366</b>	<b>361</b>			

**OBJECTIVES:**

<sup>2</sup> Each set of official Statewide Integrated Traffic Records System (SWITRS) data provided by the Information Services Unit (ISU) within Information Management Division (IMD) is initially assigned a data set job number for tracking purposes and to ensure consistency in data reporting. Any subsequent requests for identical data should specify the data set job number in order to facilitate ISU's processing of the request. SWITRS database queries by individuals *outside* ISU will not be assigned a data set job number since ISU did not provide the data. Therefore, if a data set job number does not appear in a table title, the data was not provided by ISU, but rather through an individual's query of the SWITRS database.

<sup>3</sup> Official Statewide Integrated Traffic Records System (SWITRS) data is normally available within approximately six to twelve months after the end of each reporting period.

<sup>4</sup> Figures are rounded to the nearest tenth of a percentage point and indicate overall project performance through the end of the reporting period compared to the baseline averages through the end of the same period.



1. **To incorporate the existing DDP basics into a specialized anti-DUI program focusing on men between the ages of 21 and 34 in a statewide educational campaign by September 30, 2008.**

**Progress:** *Not accomplished, deadline missed.* On July 31, 2008, Governor Schwarzenegger issued Executive Order S-09-08 which suspended all contractual spending. Subsequently, TMD was required to stop all work on the new DDP2 program. This suspension has put the development of the specialized anti-DUI program approximately three months behind schedule. OCOR and TMD are planning to have this program developed and ready for the field in January 2009 once the suspension is lifted.

2. **To present an effective anti-DUI media campaign to men between the ages of 21 and 34 throughout California by August 31, 2010.**

**Progress:** On schedule.

3. **To contract for necessary support services as detailed in the Schedules B and B-1 by December 31, 2007.**

**Progress:** Accomplished. Public Relations Firm contract was approved on November 28, 2007. TMD Group is the new contractor.

- 4.. **To select through coordination with the contracted media firm and requisition through coordination with the Grants Management Unit (GMU) necessary support, educational, and promotional items for participating commands by June 30, 2008.**

**Progress:** *Not accomplished; deadline missed.* The deadline was missed due to a restriction placed by the Governor's Office on the purchase of promotional items. This restriction was not lifted until June 12, 2008. This restriction made the procurement of grant funded promotional items impossible. Additionally, TMD has not completed their new advertisement campaign, which includes new slogans and Logos for the designated driver program to be placed on the promotional items.

5. **To receive and distribute necessary support, educational, and promotional items to participating commands by September 30, 2008.**

**Progress:** *Not Accomplished; deadline missed.* Refer to Objective 4.

6. To develop, publish, and distribute to all eight field Divisions an operational plan<sup>5</sup> establishing the policies for project implementation by September 30, 2008.

**Progress:** Not accomplished, *deadline missed*. The Operational Plan has been approved as of September 1, 2008, but was not distributed to the field Divisions, due to Executive Order S-09-08, which suspended all contracts and spending. TMD was unable to complete the development of the new specialized anti-DUI program, accompanying logos, and media plan. OCOR was also unable to procure any promotional items for the program (refer to objective 4). OCOR plans to conduct a train-the-trainer course to include the DDP2 in January 2009. The ops plan will be distributed during the training course when all support material are in place.

#### OPERATIONAL PLAN

Development Due Date	Date Developed	Date Issued
9/30/08	07/01/2008	/ /

7. To conduct a statewide educational DDP2 campaign by August 31, 2010. Educational and promotional items will be produced and distributed at appropriate venues and events.

**Progress:** On schedule.

#### EDUCATIONAL / PROMOTIONAL ITEMS

Description	Date approved	Date Distributed	Venue
	/ /	/ /	

<sup>5</sup> The operational plan will contain a strategic distribution of allocated overtime hours. Although this project contains no overtime hours for enforcement, other current grant projects do contain such hours. This project is intended to augment concurrent enforcement activities associated with those other projects.

## MEDIA OBJECTIVES

1. To issue a media release announcing the kick-off of the project by October 31, 2008.

**Progress:** Behind Schedule, will not be accomplished. OCOR personnel were unable to develop and issue a media release or hold a press conference by the above date. This was due to the contract suspension issued on July 31, 2008, which prevented TMD from developing the new anti-DUI program as specified in this grant. We could not promote a program that did not yet exist. As with many other objectives in this grant, we are approximately three months behind and we should see a media release issued in January 2009.

### KICK-OFF MEDIA RELEASES

Media Release	Due Date	Date Sent to Grants Mgt. Unit (GMU)	Date Forwarded to OMR <sup>6</sup>	Date of OMR Approval	Date Issued
#1	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__
#2	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__

2. To produce an anti-drinking and driving media spot, in coordination with the contracted media firm, targeting men between the ages of 21 and 34 statewide and to present the spot prior to the November through December 2008 holiday period. If feasible, the media spot will also be linked with the CHP website.

**Progress:** Behind schedule, will not be accomplished. As mentioned in several other objectives, OCOR was unable to produce a new anti-drinking and driving media spot due to Executive Order S-09-08. The Department has sought an exemption for TMD so they may resume their work on several departmental projects

### ANTI-DUI MEDIA SPOT

Media Spot	Due Produced	Date Forwarded To OMR	Date of OMR Approval	Date Distributed	Air Date
#1	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__
#2	__/__/__	__/__/__	__/__/__	__/__/__	

<sup>6</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.



3. To hold two news conferences during the project period to increase public awareness of the project and support for DDP2, the first to be held by October 31, 2008; the second by October 31, 2009

Progress: **Behind schedule, will not be accomplished.** Refer to Media Objective 1.

#### DURING PROJECT MEDIA RELEASES

News Conference	Due Date	Date Accomplished <sup>7</sup>
#1	10/31/08	/ /
#2	10/31/09	/ /

4. To use the following standard language in all press, media, and printed materials: *"Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."*

Progress: On schedule.

5. To submit resulting electronic media articles to the Office of Traffic Safety (OTS) Public Information Officer by e-mail at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Coordinator, or fax printed clips to (916) 262-2960. Include publication name and date the article was published on all clips.

Progress: On schedule.

6. To describe and assess separately the effectiveness of paid/donated media airtime messages by providing:
  - a. Number of paid/donated advertisements produced.
  - b. Subject of each advertisement.
  - c. Number of airings for each advertisement.
  - d. Approximate size of audience reached (total).
  - e. Total cost or donated value.
  - f. Conduct evaluation surveys, as appropriate.

Progress: On schedule.

---

<sup>7</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.

### PAID MEDIA (AIRTIME)

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

7. To describe and assess separately the effectiveness of paid/donated printed messages, by providing:
- Number of paid/donated messages produced.
  - Subject of each message.
  - Number of printings for each message.
  - Approximate size of audience reached (total).
  - Total cost of donated value.
  - Conduct evaluation surveys, as appropriate.

**Progress:** On schedule.

### PAID MEDIA (PRINT)

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

### GENERAL COMMENTS

The grant's total progress is approximately three months behind schedule. This is a direct result from Executive Order S-09-08 that was issued on July 31, 2008, by Governor Schwarzenegger. Executive Order S-09-08 suspended all spending and contracts statewide. This suspension is still in effect; however, the Department is seeking an exemption for TMD to resume its work. Consequently, deadlines throughout the grant were not met. OCOR personnel are confident that the newly developed anti-DUI program and media spots, although months behind schedule, will be effectively implemented statewide in January 2009 and this delay should not affect the grant's total success.

### OVERTIME USAGE<sup>8</sup>

Position	Total Hours Budgeted	Hours Used Thru Current Report	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	330	0	100%	YES
Officer	3,972	0	100%	YES
AGPA/SSA	1754	N/A	N/A	N/A
Graphics Designer	20	N/A	N/A	N/A

### TOTAL EXPENDITURES FOR PERSONNEL

Total Budgeted	Expended Thru (Month)	Percentage Remaining	Usage On Schedule? (YES/NO)
\$322,472.00	\$0.00	100%	YES

### BUDGET STATUS REPORT DESIGNATED DRIVER PROGRAM II (AL0845) JULY-SEPTEMBER 2008

OPI Primary Coordinator: **Officer Matt Pebbles**

Phone: (916) 657-8810

OPI Alternate Coordinator: **Sheri Davis, AGPA**

Phone: (916) 657-8810

Location Code: **015**

Special Project Code: **823**

Project Period: **10/1/07 through 8/31/10**

Program Operations Phase: **10/1/08 through 6/30/10**

Final Report Due Date to GMU: **9/30/10** to OTS: **10/30/10**

### BUDGET STATUS

Budget Category	Budgeted Amount	Expended Thru Current Quarter	Percentage Remaining
Personnel Costs (from accounting ledger; data 1-2 months in arrears)	\$322,472.00	\$0.00	100%
Travel Expense	52,000.00	0.00	100%
Contractual Services	750,000.00	<b>43,028.60</b>	<b>94.27%</b>
Equipment	0.00	0.00	N/A
Other Direct Costs	42,044.00	0.00	100%
<b>Total Project</b>	<b>\$1,166,516.00</b>	<b>\$43,028.60</b>	<b>96.32%</b>

<sup>8</sup> Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending **09/05/2008**, and for non-uniformed personnel through the pay period ending **09/30/2008**. Per the instructions contained in Attachment E, if data on usage of overtime hours is unavailable, explain why and replace the "Overtime Usage" table with the "Total Expenditures For Personnel" table shown. Insert figures derived from the most recent accounting ledger for "Total Budgeted" and "Expended Thru (Month)."

**QUARTERLY REPORT<sup>1</sup>**  
**DESIGNATED DRIVER PROGRAM II**  
**OCTOBER-DECEMBER 2008**

**PROJECT IDENTITY**

AL0845

**PERFORMANCE MEASURES**

In compliance with OTS guidelines, this report is identified as covering a conventional calendar quarter. However, because of difficulties associated with gathering data consistent with the report time frame, some data may reflect a period other than the conventional calendar quarter. If this is the case, the reporting period has been identified.

**GOALS:**

1. **To reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between the ages of 21 and 34 within CHP jurisdiction statewide by 1.5 percent from the 2006 calendar-year baseline total of 209 to 206 by August 31, 2010.**

**Progress:** On schedule.

The first quarter of the 2007/2008 Federal Fiscal Year (FFY), a meeting was held on December 26, 2008 with tmdgroup, inc. (TMD) to discuss the focus group project which is the first step in preparing the DUI media campaign. This campaign will include the educational elements the Department will utilize in an effort to reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between 21 and 34 years of age. TMD has completed their focus group testing throughout the state and began developing the new campaign. On July 31, 2008, Governor Schwarzenegger issued Executive Order S-09-08 which suspended all contractual spending. TMD was required to stop all work on the Designated Driver Program 2 (DDP2) media and program development. As a result, the DDP2 grant is approximately three months behind schedule. The Office of Community Outreach and Recruitment (OCOR) is currently working to have the suspension lifted for TMD so they may continue their work and, if successful, will have all programs, logos, and media plan ready in January 2009.

**DUI DRIVER-AT-FAULT COLLISIONS**

---

<sup>1</sup> As appropriate, this report reflects any revisions to the project agreement approved by the Office of Traffic Safety (OTS). Also, significant changes (in either content or format) to the previous report will be indicated by gray shading (or by yellow highlighting if the report is printed in color). The first quarterly report submitted for a project will contain no shading/highlighting.

**MALE AGE 21 – 34, WITHIN CHP JURISDICTION**  
(ISU Data Set Job #700707<sup>2</sup>)

Period	Baseline	Goal	Actual <sup>3</sup>	# (+ or -) Diff. from Baseline	% (+ or -) Diff. from Baseline <sup>4</sup>
Oct 2008	17	17			
Nov 2008	17	17			
Dec 2008	17	17			
Jan 2009	17	17			
Feb 2009	17	17			
Mar 2009	17	17			
Apr 2009	17	17			
May 2009	18	17			
Jun 2009	18	17			
Jul 2009	18	17			
Aug 2009	18	18			
Sep 2009	18	18			
<b>Cum. Subtotal First year</b>	<b>209</b>	<b>206</b>			
Oct 2009	17	17			
Nov 2009	17	17			
Dec 2009	17	17			
Jan 2010	17	17			
Feb 2010	17	17			
Mar 2010	18	17			
Apr 2010	18	17			
May 2010	18	18			
Jun 2010	18	18			
<b>Cum. Subtotal Thru Reported Period</b>	<b>157</b>	<b>155</b>			
<b>TOTAL</b>	<b>366</b>	<b>361</b>			

**OBJECTIVES:**

<sup>2</sup> Each set of official Statewide Integrated Traffic Records System (SWITRS) data provided by the Information Services Unit (ISU) within Information Management Division (IMD) is initially assigned a data set job number for tracking purposes and to ensure consistency in data reporting. Any subsequent requests for identical data should specify the data set job number in order to facilitate ISU's processing of the request. SWITRS database queries by individuals *outside* ISU will not be assigned a data set job number since ISU did not provide the data. Therefore, if a data set job number does not appear in a table title, the data was not provided by ISU, but rather through an individual's query of the SWITRS database.

<sup>3</sup> Official Statewide Integrated Traffic Records System (SWITRS) data is normally available within approximately six to twelve months after the end of each reporting period.

<sup>4</sup> Figures are rounded to the nearest tenth of a percentage point and indicate overall project performance through the end of the reporting period compared to the baseline averages through the end of the same period.



1. **To incorporate the existing DDP basics into a specialized anti-DUI program focusing on men between the ages of 21 and 34 in a statewide educational campaign by September 30, 2008.**

**Progress:** **Not accomplished, *deadline missed*.** On July 31, 2008, Governor Schwarzenegger issued Executive Order S-09-08 which suspended all contractual spending. Subsequently, TMD was required to stop all work on the new DDP2 program. This suspension has put the development of the specialized anti-DUI program approximately three months behind schedule. OCOR and TMD are planning to have this program developed and ready for the field in January 2009 once the suspension is lifted.

2. **To present an effective anti-DUI media campaign to men between the ages of 21 and 34 throughout California by August 31, 2010.**

**Progress:** On schedule.

3. **To contract for necessary support services as detailed in the Schedules B and B-1 by December 31, 2007.**

**Progress:** Accomplished. Public Relations Firm contract was approved on November 28, 2007. TMD Group is the new contractor.

- 4.. **To select through coordination with the contracted media firm and requisition through coordination with the Grants Management Unit (GMU) necessary support, educational, and promotional items for participating commands by June 30, 2008.**

**Progress:** **Not accomplished; *deadline missed*.** The deadline was missed due to a restriction placed by the Governor's Office on the purchase of promotional items. This restriction was not lifted until June 12, 2008. This restriction made the procurement of grant funded promotional items impossible. Additionally, TMD has not completed their new advertisement campaign, which includes new slogans and Logos for the designated driver program to be placed on the promotional items.

5. **To receive and distribute necessary support, educational, and promotional items to participating commands by September 30, 2008.**

**Progress:** **Not Accomplished; *deadline missed*.** Refer to Objective 4.

6. To develop, publish, and distribute to all eight field Divisions an operational plan<sup>5</sup> establishing the policies for project implementation by September 30, 2008.

**Progress:** Not accomplished, *deadline missed*. The Operational Plan has been approved as of September 1, 2008, but was not distributed to the field Divisions, due to Executive Order S-09-08, which suspended all contracts and spending. TMD was unable to complete the development of the new specialized anti-DUI program, accompanying logos, and media plan. OCOR was also unable to procure any promotional items for the program (refer to objective 4). OCOR plans to conduct a train-the-trainer course to include the DDP2 in January 2009. The ops plan will be distributed during the training course when all support material are in place.

#### OPERATIONAL PLAN

Development Due Date	Date Developed	Date Issued
9/30/08	07/01/2008	/ /

7. To conduct a statewide educational DDP2 campaign by August 31, 2010. Educational and promotional items will be produced and distributed at appropriate venues and events.

**Progress:** On schedule.

#### EDUCATIONAL / PROMOTIONAL ITEMS

Description	Date approved	Date Distributed	Venue
	/ /	/ /	

<sup>5</sup> The operational plan will contain a strategic distribution of allocated overtime hours. Although this project contains no overtime hours for enforcement, other current grant projects do contain such hours. This project is intended to augment concurrent enforcement activities associated with those other projects.



## MEDIA OBJECTIVES

1. To issue a media release announcing the kick-off of the project by October 31, 2008.

**Progress:** Behind Schedule, will not be accomplished. OCOR personnel were unable to develop and issue a media release or hold a press conference by the above date. This was due to the contract suspension issued on July 31, 2008, which prevented TMD from developing the new anti-DUI program as specified in this grant. We could not promote a program that did not yet exist. As with many other objectives in this grant, we are approximately three months behind and we should see a media release issued in January 2009.

### KICK-OFF MEDIA RELEASES

Media Release	Due Date	Date Sent to Grants Mgt. Unit (GMU)	Date Forwarded to OMR <sup>6</sup>	Date of OMR Approval	Date Issued
#1	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__
#2	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__

2. To produce an anti-drinking and driving media spot, in coordination with the contracted media firm, targeting men between the ages of 21 and 34 statewide and to present the spot prior to the November through December 2008 holiday period. If feasible, the media spot will also be linked with the CHP website.

**Progress:** Behind schedule, will not be accomplished. As mentioned in several other objectives, OCOR was unable to produce a new anti-drinking and driving media spot due to Executive Order S-09-08. The Department has sought an exemption for TMD so they may resume their work on several departmental projects

### ANTI-DUI MEDIA SPOT

Media Spot	Due Produced	Date Forwarded To OMR	Date of OMR Approval	Date Distributed	Air Date
#1	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__
#2	__/__/__	__/__/__	__/__/__	__/__/__	

<sup>6</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.

3. To hold two news conferences during the project period to increase public awareness of the project and support for DDP2, the first to be held by October 31, 2008; the second by October 31, 2009

Progress: **Behind schedule, will not be accomplished.** Refer to Media Objective 1.

#### DURING PROJECT MEDIA RELEASES

News Conference	Due Date	Date Accomplished <sup>7</sup>
#1	10/31/08	__/__/__
#2	10/31/09	__/__/__

4. To use the following standard language in all press, media, and printed materials: *"Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."*

Progress: On schedule.

5. To submit resulting electronic media articles to the Office of Traffic Safety (OTS) Public Information Officer by e-mail at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Coordinator, or fax printed clips to (916) 262-2960. Include publication name and date the article was published on all clips.

Progress: On schedule.

6. To describe and assess separately the effectiveness of paid/donated media airtime messages by providing:
- Number of paid/donated advertisements produced.
  - Subject of each advertisement.
  - Number of airings for each advertisement.
  - Approximate size of audience reached (total).
  - Total cost or donated value.
  - Conduct evaluation surveys, as appropriate.

Progress: On schedule.

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<sup>7</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.

**PAID MEDIA (AIRTIME)**

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

7. To describe and assess separately the effectiveness of paid/donated printed messages, by providing:
- Number of paid/donated messages produced.
  - Subject of each message.
  - Number of printings for each message.
  - Approximate size of audience reached (total).
  - Total cost of donated value.
  - Conduct evaluation surveys, as appropriate.

**Progress:** On schedule.

**PAID MEDIA (PRINT)**

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

**GENERAL COMMENTS**

The grant's total progress is approximately three months behind schedule. This is a direct result from Executive Order S-09-08 that was issued on July 31, 2008, by Governor Schwarzenegger. Executive Order S-09-08 suspended all spending and contracts statewide. This suspension is still in effect; however, the Department is seeking an exemption for TMD to resume its work. Consequently, deadlines throughout the grant were not met. OCOR personnel are confident that the newly developed anti-DUI program and media spots, although months behind schedule, will be effectively implemented statewide in January 2009 and this delay should not affect the grant's total success.

### OVERTIME USAGE<sup>8</sup>

Position	Total Hours Budgeted	Hours Used Thru Current Report	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	330	0	100%	YES
Officer	3,972	0	100%	YES
AGPA/SSA	1754	N/A	N/A	N/A
Graphics Designer	20	N/A	N/A	N/A

### TOTAL EXPENDITURES FOR PERSONNEL

Total Budgeted	Expended Thru (Month)	Percentage Remaining	Usage On Schedule? (YES/NO)
\$322,472.00	\$0.00	100%	YES

### BUDGET STATUS REPORT DESIGNATED DRIVER PROGRAM II (AL0845) JULY-SEPTEMBER 2008

OPI Primary Coordinator: **Officer Matt Pebbles**

Phone: (916) 657-8810

OPI Alternate Coordinator: **Sheri Davis, AGPA**

Phone: (916) 657-8810

Location Code: **015**

Special Project Code: **823**

Project Period: **10/1/07 through 8/31/10**

Program Operations Phase: **10/1/08 through 6/30/10**

Final Report Due Date to GMU: **9/30/10** to OTS: **10/30/10**

### BUDGET STATUS

Budget Category	Budgeted Amount	Expended Thru Current Quarter	Percentage Remaining
Personnel Costs (from accounting ledger; data 1-2 months in arrears)	\$322,472.00	\$0.00	100%
Travel Expense	52,000.00	0.00	100%
Contractual Services	750,000.00	<b>43,028.60</b>	<b>94.27%</b>
Equipment	0.00	0.00	N/A
Other Direct Costs	42,044.00	0.00	100%
<b>Total Project</b>	<b>\$1,166,516.00</b>	<b>\$43,028.60</b>	<b>96.32%</b>

<sup>8</sup> Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending **09/05/2008**, and for non-uniformed personnel through the pay period ending **09/30/2008**. Per the instructions contained in Attachment E, if data on usage of overtime hours is unavailable, explain why and replace the "Overtime Usage" table with the "Total Expenditures For Personnel" table shown. Insert figures derived from the most recent accounting ledger for "Total Budgeted" and "Expended Thru (Month)."



**QUARTERLY REPORT<sup>1</sup>**  
**DESIGNATED DRIVER PROGRAM II**  
**JANUARY – MARCH 2009**

**PROJECT IDENTITY**

AL0845

**PERFORMANCE MEASURES**

In compliance with OTS guidelines, this report is identified as covering a conventional calendar quarter. However, because of difficulties associated with gathering data consistent with the report time frame, some data may reflect a period other than the conventional calendar quarter. If this is the case, the reporting period has been identified.

**GOALS:**

- 1. To reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between the ages of 21 and 34 within CHP jurisdiction statewide by 1.5 percent from the 2006 calendar-year baseline total of 209 to 206 by August 31, 2010.**

**Progress:** On schedule.

TMD suggested that the new media plan should start February 1, 2009, and run through March 17, 2009. The Office of Community Outreach and Recruitment (OCOR) were unable to commit to the proposed media plan do to complications concerning the approval of the newly developed Designated Driver Program 2 grant (DDP2) Public Service Announcement (PSA). Although the PSA has received approval from the CHP Commissioners office, it had not yet been approved by the Office of Traffic Safety (OTS). An additional issue arose concerning the lack of media funds remaining for the 2008/2009 fiscal year. The remaining funds available are not adequate to purchase the required media ad space to run an effective media campaign. TMD has been working closely with OCOR personnel to develop a working media plan that will maximize the PSA's exposure for the amount of remaining in the DDP2 grant.

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<sup>1</sup> As appropriate, this report reflects any revisions to the project agreement approved by the Office of Traffic Safety (OTS). Also, significant changes (in either content or format) to the previous report will be indicated by gray shading (or by yellow highlighting if the report is printed in color). The first quarterly report submitted for a project will contain no shading/highlighting.

**DUI DRIVER-AT-FAULT COLLISIONS**  
**MALE AGE 21 – 34, WITHIN CHP JURISDICTION**  
 (ISU Data Set Job #700707<sup>2</sup>)

Period	Baseline	Goal	Actual <sup>3</sup>	# (+ or -) Diff. from Baseline	% (+ or -) Diff. from Baseline <sup>4</sup>
<b>FFY-2</b>					
Sep 2009	18	18			
Oct 2009	17	17			
Nov 2009	18	17			
Dec 2009	17	17			
Jan 2010	18	17			
Feb 2010	17	17			
Mar 2010	18	17			
Apr 2010	17	17			
May 2010	18	17			
Jun 2010	17	17			
July 2010	17	17			
Aug 2010 (Grant Ending Date)	17	18			
<b>TOTAL</b>	<b>209</b>	<b>206</b>			

<sup>2</sup> Each set of official Statewide Integrated Traffic Records System (SWITRS) data provided by the Information Services Unit (ISU) within Information Management Division (IMD) is initially assigned a data set job number for tracking purposes and to ensure consistency in data reporting. Any subsequent requests for identical data should specify the data set job number in order to facilitate ISU's processing of the request. SWITRS database queries by individuals *outside* ISU will not be assigned a data set job number since ISU did not provide the data. Therefore, if a data set job number does not appear in a table title, the data was not provided by ISU, but rather through an individual's query of the SWITRS database.

<sup>3</sup> Official Statewide Integrated Traffic Records System (SWITRS) data is normally available within approximately six to twelve months after the end of each reporting period.

<sup>4</sup> Figures are rounded to the nearest tenth of a percentage point and indicate overall project performance through the end of the reporting period compared to the baseline averages through the end of the same period.



## **OBJECTIVES:**

- 1. To incorporate the existing DDP basics into a specialized anti-DUI program focusing on men between the ages of 21 and 34 in a statewide educational campaign by September 30, 2008.**

**Progress:** *Not accomplished, deadline missed.* TMD developed the DDP2 PSA and accompanying logo by February 1, 2009. After receiving approval from both OCOR and the Grants Management Unit (GMU), the Logo and PSA were sent to the Commissioners office for their review and approval. The Commissioners office approved the logo and PSA and then sent it forward to OTS for their final Approval. Due to the length of the approval process, TMD was unable to roll out the PSA this quarter. In the month of March 2009, OCOR personnel were able to travel throughout the entire state to provide training to all Division and Area Public Information Officers (PIO). OCOR distributed the DDP2 Operational Plan and distributed overtime allocations. PIO's were trained on the overall goal of the grant and how they, through their community outreach efforts, could help in reaching that goal. With this training in place, OCOR personnel will now be receiving completed quarterly reports from the Field Division.

- 2. To present an effective anti-DUI media campaign to men between the ages of 21 and 34 throughout California by August 31, 2010.**

**Progress:** On schedule.

- 3. To contract for necessary support services as detailed in the Schedules B and B-1 by December 31, 2007.**

**Progress:** Accomplished. Public Relations Firm contract was approved on November 28, 2007. TMD Group is the new contractor.

- 4. To select through coordination with the contracted media firm and requisition through coordination with the Grants Management Unit (GMU) necessary support, educational, and promotional items for participating commands by June 30, 2008.**

**Progress:** *Not accomplished; deadline missed.* The deadline was missed due to a restriction placed by the Governor's Office on the purchase of promotional items. This restriction was not lifted until June 12, 2008. This restriction made the procurement of grant funded promotional items impossible. The DDP2 logo has been completed and received approval from OTS. Promotional items have been identified, but due to purchasing restrictions, OCOR personnel will have to wait until July 1, 2009 to complete a purchase requisition. OCOR is proposing a new DDP2 poster be created with the educational funds. OCOR will work closely with GMU, OTS, and the Academy Graphic unit to develop this poster.

5. To receive and distribute necessary support, educational, and promotional items to participating commands by September 30, 2008.

**Progress:** Not Accomplished; *deadline missed*. Refer to Objective 4.

6. To develop, publish, and distribute to all eight field Divisions an operational plan<sup>5</sup> establishing the policies for project implementation by September 30, 2008.

**Progress:** Accomplished, *deadline missed*. In the month of March 2009, OCOR personnel were able to travel throughout the entire state to provide training to all Division and Area Public Information Officers (PIO) concerning the DDP2. Operational Plans were distributed and overtime allocations were made.

#### OPERATIONAL PLAN

Development Due Date	Date Developed	Date Issued
9/30/08	07/01/2008	03/17/2009

7. To conduct a statewide educational DDP2 campaign by August 31, 2010. Educational and promotional items will be produced and distributed at appropriate venues and events.

**Progress:** On schedule.

#### EDUCATIONAL / PROMOTIONAL ITEMS

Description	Date approved	Date Distributed	Venue
	/ /	/ /	

<sup>5</sup> The operational plan will contain a strategic distribution of allocated overtime hours. Although this project contains no overtime hours for enforcement, other current grant projects do contain such hours. This project is intended to augment concurrent enforcement activities associated with those other projects.

## MEDIA OBJECTIVES

1. To issue a media release announcing the kick-off of the project by October 31, 2008.

**Progress:** Not accomplished, *deadline missed*. OCOR will meet with TMD on April 17, 2009. In this meeting media objectives will be discussed. Due to the lack of media funding remaining for this fiscal year, only a small portion of California's media market can be purchased. OCOR will then issue a media release to the media markets not purchased, requesting they play our PSA for free. OCOR will then make the appropriate preparations to issue a formal media release with a press conference to kick-off next fiscal years media campaign.

## KICK-OFF MEDIA RELEASES

Media Release	Due Date	Date Sent to Grants Mgt. Unit (GMU)	Date Forwarded To OMR <sup>6</sup>	Date of OMR Approval	Date Issued
#1	10/31/2008	__/__/__	__/__/__	__/__/__	__/__/__
#2	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__

2. To produce an anti-drinking and driving media spot, in coordination with the contracted media firm, targeting men between the ages of 21 and 34 statewide and to present the spot prior to the November through December 2008 holiday period. If feasible, the media spot will also be linked with the CHP website.

**Progress:** Not accomplished, *deadline missed*. TMD had identified the dates of February 1, 2009, through March 17, 2009, as the timeframe for the first media campaign. Due to the lengthy approval process of the DDP2 PSA, OCOR was unable to roll out the proposed DDP2 media campaign. OCOR has met with TMD who are currently developing a new media campaign plan that will also include next fiscal years media objective. A follow up meeting to make the final preparations will take place on April 17, 2009. OCOR is hopeful that after this meeting, hard dates will be identified and the grant will be back on schedule.

## ANTI-DUI MEDIA SPOT

Media Spot	Due Produced	Date Forwarded To OTS	Date of OTS Approval	Date Distributed	Air Date
#1	12/12/2008	03/01/2009	__/__/__	__/__/__	__/__/__
#2	__/__/__	__/__/__	__/__/__	__/__/__	

<sup>6</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.

3. To hold two news conferences during the project period to increase public awareness of the project and support for DDP2, the first to be held by October 31, 2008; the second by October 31, 2009

Progress: **Not accomplished, deadline missed.** Refer to Media Objective 1.

#### DURING PROJECT MEDIA RELEASES

News Conference	Due Date	Date Accomplished <sup>7</sup>
#1	10/31/08	/ /
#2	10/31/09	/ /

4. To use the following standard language in all press, media, and printed materials: *"Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."*

Progress: On schedule.

5. To submit resulting electronic media articles to the Office of Traffic Safety (OTS) Public Information Officer by e-mail at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Coordinator, or fax printed clips to (916) 262-2960. Include publication name and date the article was published on all clips.

Progress: On schedule.

6. To describe and assess separately the effectiveness of paid/donated media airtime messages by providing:
- Number of paid/donated advertisements produced.
  - Subject of each advertisement.
  - Number of airings for each advertisement.
  - Approximate size of audience reached (total).
  - Total cost or donated value.
  - Conduct evaluation surveys, as appropriate.

Progress: On schedule.

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<sup>7</sup> Office of Media Relations. OMR staff have responsibility for approving and issuing statewide media releases.



### PAID MEDIA (AIRTIME)

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

7. To describe and assess separately the effectiveness of paid/donated printed messages, by providing:
- Number of paid/donated messages produced.
  - Subject of each message.
  - Number of printings for each message.
  - Approximate size of audience reached (total).
  - Total cost of donated value.
  - Conduct evaluation surveys, as appropriate.

Progress: On schedule.

### PAID MEDIA (PRINT)

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
/ /					
/ /					
/ /					
/ /					

### GENERAL COMMENTS

As a direct result of Executive Order S-09-08 (issued on July 31, 2008, by Governor Arnold Schwarzenegger), which suspended all spending and contracts statewide, the grant's total progress is approximately three months behind schedule. Consequently, deadlines throughout the grant were not met. OCOR personnel are confident that the newly developed anti-DUI program and media spots, although behind schedule, will be effectively implemented statewide during next quarter and this delay should not affect the grant's total success. All media PSA's have been developed and approved for distribution throughout the state. TMD and OCOR are working on identifying not only this fiscal years media campaign, but also next fiscal years media campaign. This is in attempt to avoid any complications that have been experienced this year ensuring that the next media campaign will meet the grants objective deadlines.

### OVERTIME USAGE<sup>8</sup>

Position	Total Hours Budgeted	Hours Used Thru Current Report	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	330	0	100%	YES
Officer	3,972	6	99.86%	YES
AGPA/SSA	1754	6	99.90	YES
Graphics Designer	20	0	100%	YES

### TOTAL EXPENDITURES FOR PERSONNEL

Total Budgeted	Expended Thru (January)	Percentage Remaining	Usage On Schedule? (YES/NO)
\$319,371.00	\$684.79	99.79%	YES

<sup>8</sup> Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending 01/18/2009, and for non-uniformed personnel through the pay period ending 01/31/2009. Per the instructions contained in Attachment E, if data on usage of overtime hours is unavailable, explain why and replace the "Overtime Usage" table with the "Total Expenditures For Personnel" table shown. Insert figures derived from the most recent accounting ledger for "Total Budgeted" and "Expended Thru (Month)."



**BUDGET STATUS REPORT  
DESIGNATED DRIVER PROGRAM II (AL0845)  
January-March 2009**

OPI Primary Coordinator: **Officer Matt Pebbles**

Phone: (916) 657-8810

OPI Alternate Coordinator: **Sheri Davis, AGPA**

Phone: (916) 657-8810

Location Code: **015**

Special Project Code: **823**

Project Period: **10/1/07 through 8/31/10**

Program Operations Phase: **10/1/08 through 6/30/10**

Final Report Due Date to GMU: **9/30/10** to OTS: **10/30/10**

**BUDGET STATUS**

Budget Category	Budgeted Amount	Expended Thru Current Quarter	Percentage Remaining
Personnel Costs (from accounting ledger; data 1-2 months in arrears)	<b>\$319,371.00</b>	<b>\$684.79</b>	<b>99.79%</b>
Travel Expense	<b>40,000.00</b>	<b>232.92</b>	<b>99.42%</b>
Contractual Services	<b>643,028.60</b>	<b>244,673.82</b>	<b>61.95%</b>
Equipment	0.00	0.00	N/A
Other Direct Costs	42,044.00	0.00	100%
<b>Total Project</b>	<b>\$1,044,443.60</b>	<b>\$245,591.07</b>	<b>76.49%</b>

**QUARTERLY REPORT<sup>1</sup>**  
**DESIGNATED DRIVER PROGRAM II**  
**APRIL – JUNE 2009**

**PROJECT IDENTITY**

AL0845.

**PERFORMANCE MEASURES**

In compliance with OTS guidelines, this report is identified as covering a conventional calendar quarter. However, because of difficulties associated with gathering data consistent with the report time frame, some data may reflect a period other than the conventional calendar quarter. If this is the case, the reporting period has been identified.

**GOAL:**

**To reduce the number of DUI driver-at-fault fatal traffic collisions caused by men between the ages of 21 and 34 within CHP jurisdiction statewide by 1.5 percent from the 2006 calendar-year baseline total of 209 to 206 by August 31, 2010.**

**Progress: Unknown. Data unavailable for current reporting period.**

Since AL0845 contains no funding for enhanced enforcement, grant activities focus upon public education and awareness to achieve the desired goal. A paid media campaign, including production and airing of a public service announcement (PSA) directed at the targeted audience, will be conducted. Public Information Officers (PIO) will also make safety presentations and distribute educational materials at appropriate venues statewide.

In response to the Governor's Executive Order S-09-08, which suspended all service contracts with the state, tmdgroup, Inc., (TMD) was unable to work on the Designated Driver Program II (DDP2) PSA until after release of the suspension on October 1, 2008. TMD, after consulting with various focus groups, created a DDP2 logo and a video recorded PSA. Both of these items have been approved by CHP and OTS, and are available for media distribution. A radio spot has also been created, in both English and Spanish, and has been approved by CHP and OTS.

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<sup>1</sup> As appropriate, this report reflects any revisions to the project agreement approved by the Office of Traffic Safety (OTS). Also, significant changes (in either content or format) to the previous report will be indicated by gray shading (or by yellow highlighting if the report is printed in color). The first quarterly report submitted for a project will contain no shading/highlighting.

**DUI DRIVER-AT-FAULT COLLISIONS  
MALE AGE 21 – 34, WITHIN CHP JURISDICTION  
(ISU Data Set Job #700707<sup>2</sup>)**

Period	Baseline	Goal	Actual <sup>3</sup>	# (+ or -) Diff. from Baseline	% (+ or -) Diff. from Baseline <sup>4</sup>
FFY-2					
Sep 2009	18	18			
Oct 2009	17	17			
Nov 2009	18	17			
Dec 2009	17	17			
Jan 2010	18	17			
Feb 2010	17	17			
Mar 2010	18	17			
Apr 2010	17	17			
May 2010	18	17			
Jun 2010	17	17			
July 2010	17	17			
Aug 2010 (Grant Ending Date)	17	18			
<b>TOTAL</b>	<b>209</b>	<b>206</b>			

<sup>2</sup> Each set of official Statewide Integrated Traffic Records System (SWITRS) data provided by the Information Services Unit (ISU) within Information Management Division (IMD) is initially assigned a data set job number for tracking purposes and to ensure consistency in data reporting. Any subsequent requests for identical data should specify the data set job number in order to facilitate ISU's processing of the request. SWITRS database queries by individuals *outside* ISU will not be assigned a data set job number since ISU did not provide the data. Therefore, if a data set job number does not appear in a table title, the data was not provided by ISU, but rather through an individual's query of the SWITRS database.

<sup>3</sup> Official Statewide Integrated Traffic Records System (SWITRS) data is normally available within approximately six to ten months after the end of each reporting period.

<sup>4</sup> Figures are rounded to the nearest tenth of a percentage point and indicate overall project performance through the end of the reporting period compared to the baseline averages through the end of the same period.

## OBJECTIVES:

1. **To incorporate the existing DDP basics into a specialized anti-DUI program focusing on men between the ages of 21 and 34 in a statewide educational campaign by September 30, 2008.**

**Progress: Not Accomplished. Deadline Missed.**

The development and approval of the DDP2 logo and PSA were significantly delayed due to budget issues and extended approval processes. As a result, the DDP2 anti-DUI program and educational campaign were not developed prior to the September 30, 2008, deadline.

The DDP2 logo, PSA, and English and Spanish language radio spots have been completed and approved by CHP and OTS. PIO's from each Division and Area attended a formal DDP2 program training on March 17, 2009. The program operations plan and overtime allocations were distributed to each Division and Area PIO's at that time. The DDP2 educational campaign is currently available and is actively being presented by PIO's throughout the state at various community events, as they occur, within each of their respective geographical locations.

2. **To present an effective anti-DUI media campaign to men between the ages of 21 and 34 throughout California by August 31, 2010.**

**Progress: On Schedule**

The media campaign was aired during Memorial Day weekend, May 20-25, 2009, and throughout the month of June 2009, in the San Francisco Bay Area, Sacramento-Stockton-Modesto, San Diego, and Fresno-Visalia market areas. During the month of June, the DDP2 spots were run at no cost in the San Francisco Bay Area market 139,820 times. In addition to purchased advertisement spots, the Office of Community Outreach and Recruitment (OCOR) will issue a media release in an effort to seek donated airtime in those markets where advertising was not purchased. OCOR will make the appropriate preparations for issuance of a formal media release with a press conference, to kick off the DDP2 media campaign, on October 29, 2009.

3. **To contract for necessary support services as detailed in the Schedules B and B-1 by December 31, 2007.**

**Progress: Accomplished.**

A departmental contract for media services was approved on November 28, 2007. TMD Group is the new contractor.



- 4. To select through coordination with the contracted media firm and requisition through coordination with GMU necessary support, educational, and promotional items for participating commands by June 30, 2008.**

**Progress: Not Accomplished. Deadline Missed.**

The deadline was missed due to a restriction placed by the Governor's Office on the purchase of promotional items. This restriction was not lifted until June 12, 2008. This restriction made timely procurement of grant funded promotional items impossible. Promotional items have been identified, and purchase requisitions have been submitted for selected promotional items. 450,000 lanyards have been designed and ordered, with a delivery date contracted to occur no later than August 1, 2009. The lanyards will be distributed statewide by PIO's at community events and to high school seniors as part of the DDP2 plan, in coordination with a Sober Graduation theme. OCOR is proposing a DDP2 poster be created with educational funds, and additional promotional items be purchased with promotional funds. OCOR will work closely with GMU, OTS, and Academy Graphics Unit to develop the poster and the graphics layout for the promotional items.

- 5. To receive and distribute necessary support, educational, and promotional items to participating commands by September 30, 2008.**

**Progress: Not Accomplished. Deadline Missed.**

Refer to Objectives 1 and 4.

On March 17, 2009, OCOR met with each of the Division and Area PIO's and presented a formal DDP2 program training. DDP2 operational plans and overtime allocations were distributed to each Division and PIO. As promotional and educational items become available, they will be distributed statewide to each PIO.

6. To develop, publish, and distribute to all eight field Divisions an operational plan<sup>5</sup> establishing the policies for project implementation by September 30, 2008.

**Progress: Not Accomplished. Deadline Missed.**

The Operational Plan was approved and ready to be distributed prior to the deadline date. However, due to departmental policy, a 60-day lead-time was needed prior to conducting the prerequisite train-the-trainer course, essentially causing the implementation date to be postponed until after the deadline. Operational Plans, copies of the PSA, and overtime allocations were distributed to each Division and Area PIO in March 2009.

#### OPERATIONAL PLAN

Development Due Date	Date Developed	Date Issued
9/30/08	07/01/2008	03/17/09

7. To conduct a statewide educational DDP2 campaign by August 31, 2010. Educational and promotional items will be produced and distributed at appropriate venues and events.

**Progress: On Schedule.**

Refer to Objective 4.

#### EDUCATIONAL / PROMOTIONAL ITEMS

Description	Date approved	Date Distributed	Venue
	/ /	/ /	

<sup>5</sup> The operational plan will contain a strategic distribution of allocated overtime hours. Although this project contains no overtime hours for enforcement, other current grant projects do contain such hours. This project is intended to augment concurrent enforcement activities associated with those other projects.



## MEDIA OBJECTIVES

1. To issue a media release announcing the kick-off of the project by October 31, 2008.

**Progress: Not Accomplished. Deadline Missed.**

In response to the Governor's Executive Order S-09-08, which suspended all service contracts with the state, TMD was unable to work on the DDP2 PSA until after the release of the suspension on October 1, 2008. As a result, the production of the PSA was delayed, requiring the kick off media release to be delayed. An effective media campaign could not have been conducted without a finished product to present. The PSA has since been created and approved. A kick off media release and press event is being planned and is scheduled for October 29, 2009.

### KICK OFF MEDIA RELEASE

Media Release	Due Date	Date Sent to Grants Mgt. Unit (GMU)	Date Forwarded To OMR <sup>6</sup>	Date of OMR Approval	Date Issued
#1	10/31/2008	__/__/__	__/__/__	__/__/__	__/__/__

2. To produce an anti-drinking and driving media spot, in coordination with the contracted media firm, targeting men between the ages of 21 and 34 statewide and to present the spot prior to the November through December 2008 holiday period. If feasible, the media spot will also be linked with the CHP website.

**Progress: Not Accomplished. Deadline Missed.**

Due to production delays and the lengthy approval process of the DDP2 PSA, the media campaign was not aired until Memorial Day weekend, May 20-25, 2009. The campaign has continued to run through the month of June with 139,820 DDP2 spots run at no cost in the San Francisco Bay Area markets. In addition to purchased advertisement spots, OCOR will issue a media release in an effort to seek donated airtime in those markets where advertising was not purchased. The PSA will also be distributed to media in conjunction with the planned October 29<sup>th</sup> press release and media kick off event. OCOR is currently attempting to secure a link to the DDP2 PSA on the CHP website.

### ANTI-DUI MEDIA SPOT

Due Produced	Date Forwarded To OMR	Date of OMR Approval	Date Distributed	Air Date
12/12/2008	03/01/2009	04/08/09	05/17/09	05/20/2009

<sup>6</sup> OMR has responsibility for writing and issuing grant related media releases.

3. To hold two news conferences during the project period to increase public awareness of the project and support for DDP2, the first to be held by October 31, 2008; the second by October 31, 2009.

**Progress: Not Accomplished. Deadline Missed.**

Refer to Objective 2.

OMR, TMD and OCOR mutually agreed that a news conference should not be held until the PSA was produced. As a result, the news conference #1 due date was missed. With the recent approval of the completed PSA, news conference #2 is planned for October 29, 2009. At this point, there is no plan in place to reschedule news conference #1.

#### NEWS CONFERENCES

News Conference	Due Date	Date Accomplished
#1	10/31/08	/ /
#2	10/31/09	/ /

4. To use the following standard language in all press, media, and printed materials: *"Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."*

**Progress: On Schedule.**

The standard language was used in the PSA.

5. To submit resulting electronic media articles to the Office of Traffic Safety (OTS) Public Information Officer by e-mail at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Coordinator or fax printed clips to (916) 262-2960. Include publication name and date the article was published on all clips.

**Progress: Not Applicable for current reporting period.**

6. To describe and assess separately the effectiveness of paid/donated media airtime messages by providing:
- Number of paid/donated advertisements produced.
  - Subject of each advertisement.
  - Number of airings for each advertisement.
  - Approximate size of audience reached (total).
  - Total cost or donated value.
  - Conduct evaluation surveys, as appropriate.

**Progress: On Schedule.**

The new PSA has been created, approved, and aired during Memorial Day weekend, May 20-25, 2009, and throughout the month of June 2009. During the month of June the DDP2 spots were run at no cost in the San Francisco Bay Area markets 139,820 times.

**PAID MEDIA (AIRTIME)**

Buy/Air Date	Dollar Amount	Media Type	Reach (Demographics)	Message Type	Audience Size
May 20-25, 2009	\$55,615.12	Television	Available Sept. '09	PSA	Available 9/09
June, 2009	Donated	Television	Available Sept. '09	PSA	Available 9/09
/ /					
/ /					

7. To describe and assess separately the effectiveness of paid/donated printed messages, by providing:
- Number of paid/donated messages produced.
  - Subject of each message.
  - Number of printings for each message.
  - Approximate size of audience reached (total).
  - Total cost of donated value.
  - Conduct evaluation surveys, as appropriate.

**Progress: Not Applicable for current reporting period.**

The paid media campaign planned by TMD does not include printed messages.



## **GENERAL COMMENTS**

As a direct result of Executive Order S-09-08, issued on July 31, 2008, by Governor Arnold Schwarzenegger, which suspended all spending and contracts statewide, the grant's activities fell well behind schedule. Consequently, deadlines throughout the grant were not met.

The new video PSA has been produced and approved. Distribution throughout the state for use by PIO's occurred in March 2009. An English language and a Spanish language radio spot have each been produced and approved. The media campaign was aired during Memorial Day weekend, May 20-25, 2009, and throughout the month of June 2009. During the month of June the DDP2 spots were run at no cost in the San Francisco Bay Area markets 139,820 times. In addition to purchased advertisement spots, OCOR will issue a media release in an effort to seek donated airtime in those markets where advertising was not purchased. TMD and OCOR are working closely to implement the paid media campaign as effectively as funding permits.

The DDP2 educational campaign is currently available and is being actively presented by PIO's throughout the state at various community events, as they occur, within each of their respective geographical locations.

### OVERTIME USAGE<sup>7</sup>

Position	Total Hours Budgeted	Hours Used Thru Current Report	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	333	45	86.5%	YES
Officer	3,972	973.5	75.5%	YES
AGPA/SSA	115	6	94.7%	YES
Graphics Designer	20	0	100%	YES

<sup>7</sup> Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending 6/7/2009, and for nonuniformed personnel through the pay period ending 6/30/2009.